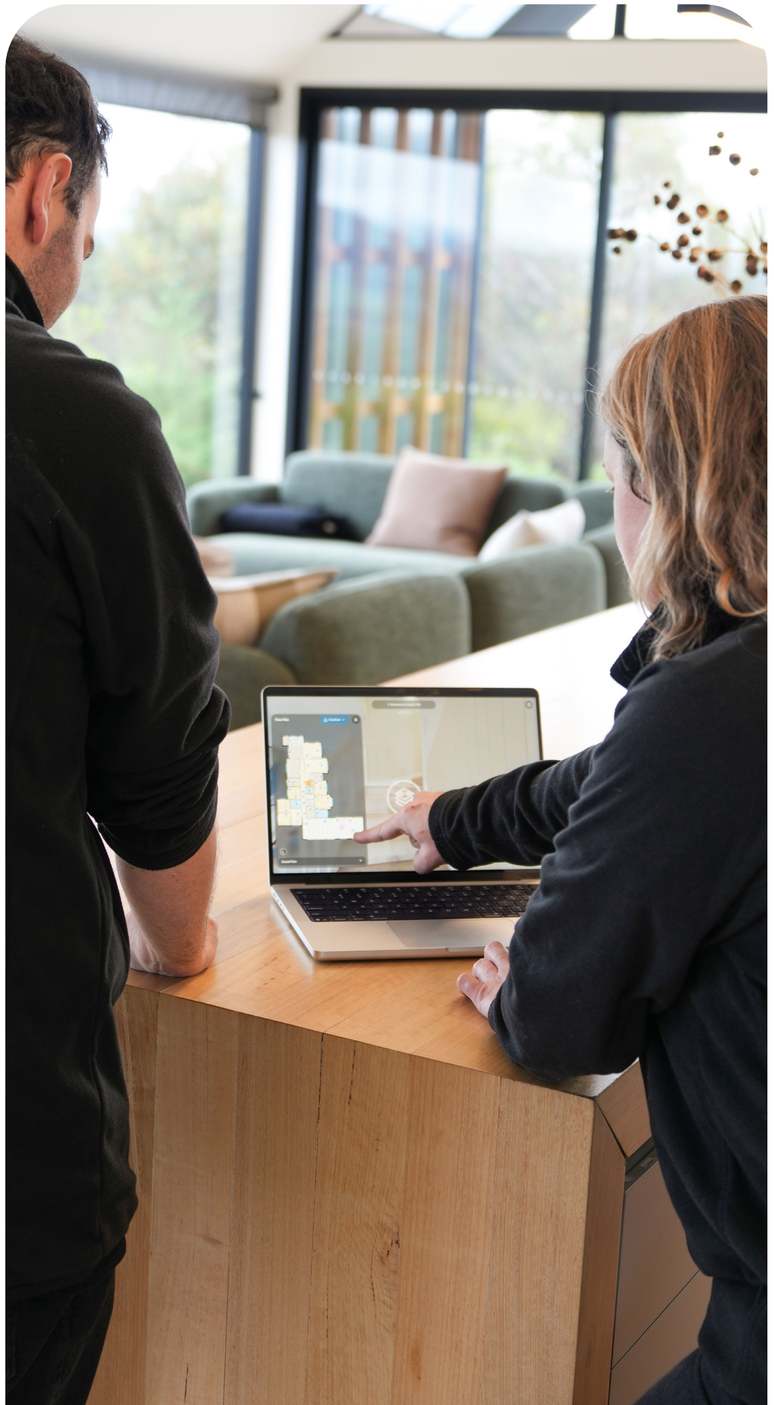
iGuide

Brand guidelines.

Version 1.0, November 2026

iGuide has a new look and it’s part of our ongoing work to make iGuide easier and better to work with. To help with the switch, we’ve put together a brand guideline kit with our updated logos, colours, typography and guidance on using iGuide alongside your own brand.





Hi there 👋

For more than 10 years, iGuide has been the name Pros trust to get it right, whether they're listing a home, planning a renovation, documenting a claim or managing a building. We've earned that trust with accurate measurements, reliable tech and real people who actually pick up the phone. That's not changing.

A lot has happened along the way: new markets, new partners, a new home within REA Group, one of the most trusted companies in real estate and customers like you taking iGuide places we never imagined. Our old brand was telling a smaller story than the one we're living.

So we gave it a glow-up. Goodbye blue, hello red. Very red. Same iGuide, same people, bolder look.

And this is just the start. Our new look is the first step in improving how you experience iGuide. You may still spot some blue while we roll things out and inside this kit you'll find everything you need to show off the new look alongside your own brand.

Thanks for being part of the journey.

Let's go.

The iGuiders



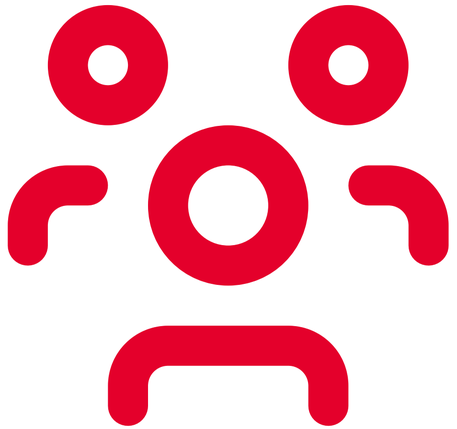
CLICK TO BROWSE

Who we are

Logo suite

Assets

Socials





Purpose

Make property intelligence accessible to everyone.

Images get polished, renders get enhanced and anything can be generated in seconds. It all looks great, right up until you're standing in the space wondering where the rest of it went. When it comes to property, people still need the truth: how big it is, how it flows and what's really there.

We paint the true picture, so anyone can get to know a space before they ever set foot in it. They show up informed, walk in confident and make the big calls on data, not guesswork. Big decisions deserve more than a hunch.

Mission

Every property measured, mapped and online.

One quick pass with our camera measures and maps a property exactly as it stands, then puts it online. From there, we draft it into everything you need: an immersive 3D tour, precise floor plans, measurements you can act on, CAD-ready files and property data that keeps working long after the capture's done. Seeing a space is one thing. Knowing it is another. We do both and we don't cut corners on either.

Behind it all is a growing network of iGuide Pros and we help them find great work and build great businesses, so wherever there's something to capture, there's someone ready to capture it.

Vision

We drive confident property decisions with trusted data.

We got our start in real estate and it's still home. But every kind of property deserves the same truth, so we picture a world where pulling up an iGuide is as normal as pulling up an address. That record stays with a property through every chapter of its life, gets more useful every time someone opens it and has a pro with a thriving business behind it.

No more guessing. No more squinting at a 1970s blueprint. No more tape measures and crossed fingers. Every decision starts from data you can trust. We've got a lot of floor plans to draw.

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Our new logo.

At the heart of our new logo is the G. Its six-sided shape is a nod to 3D space, the rooms, homes and buildings you capture with iGuide every day. Tucked inside is a checkmark, because getting it right is what we've always been about. Paired with a clean, friendly wordmark, it's a simpler, bolder iGuide that's easy to spot wherever you use it.

Download logos



One logo, a few outfits.

Our logo comes ready for anything. Whether it's a dark background, a tight space or a big moment, there's a version made for it. Different looks, same logo, always dressed for the occasion. Just pick the one that fits from the options here.

Download logos



Primary

On white and light photography



Reversed

On Snowgum 700 and dark photography



All black

Special use cases only (e.g. 1-colour print material)



All white

Special use cases only (e.g. the viewer window)



Endorsed lockup

Special use cases only (e.g. Australia)

Do’s...



Do: clear-space

Use the height of the letter “e”
as the clear-space around the logo.



Do: minimum size

100 px on screen, 1 inch in print.
Smaller than that, use the brand mark.

... and don’ts.



Don’t: Recolour



Don’t: Stretch



Don’t: Outline



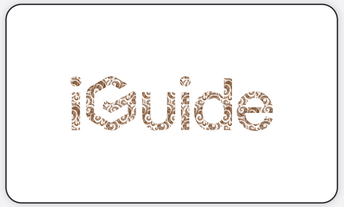
Don’t: Add effects



Don’t: Rotate



Don’t: Retype



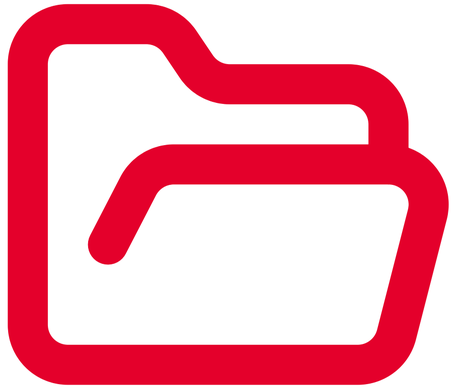
Don’t: Fill



Don’t: Use the old logo

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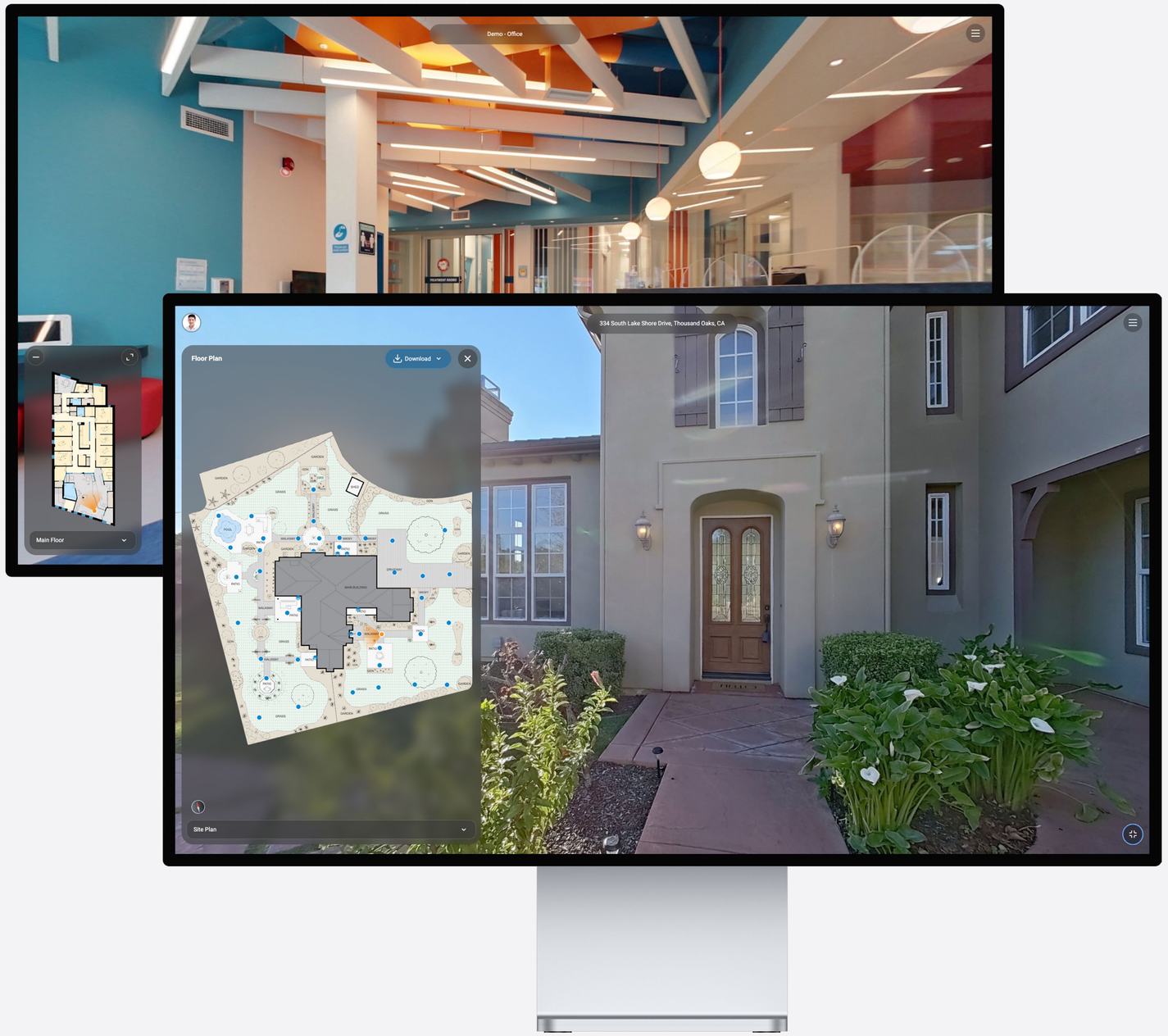


ASSETS

Need a closer look?

From beautiful homes and commercial spaces to a Tesla truck and a naval museum, together we've scanned some seriously unique spaces. Check out our gallery for inspiration and feel free to showcase these samples in your own marketing.

View the full gallery

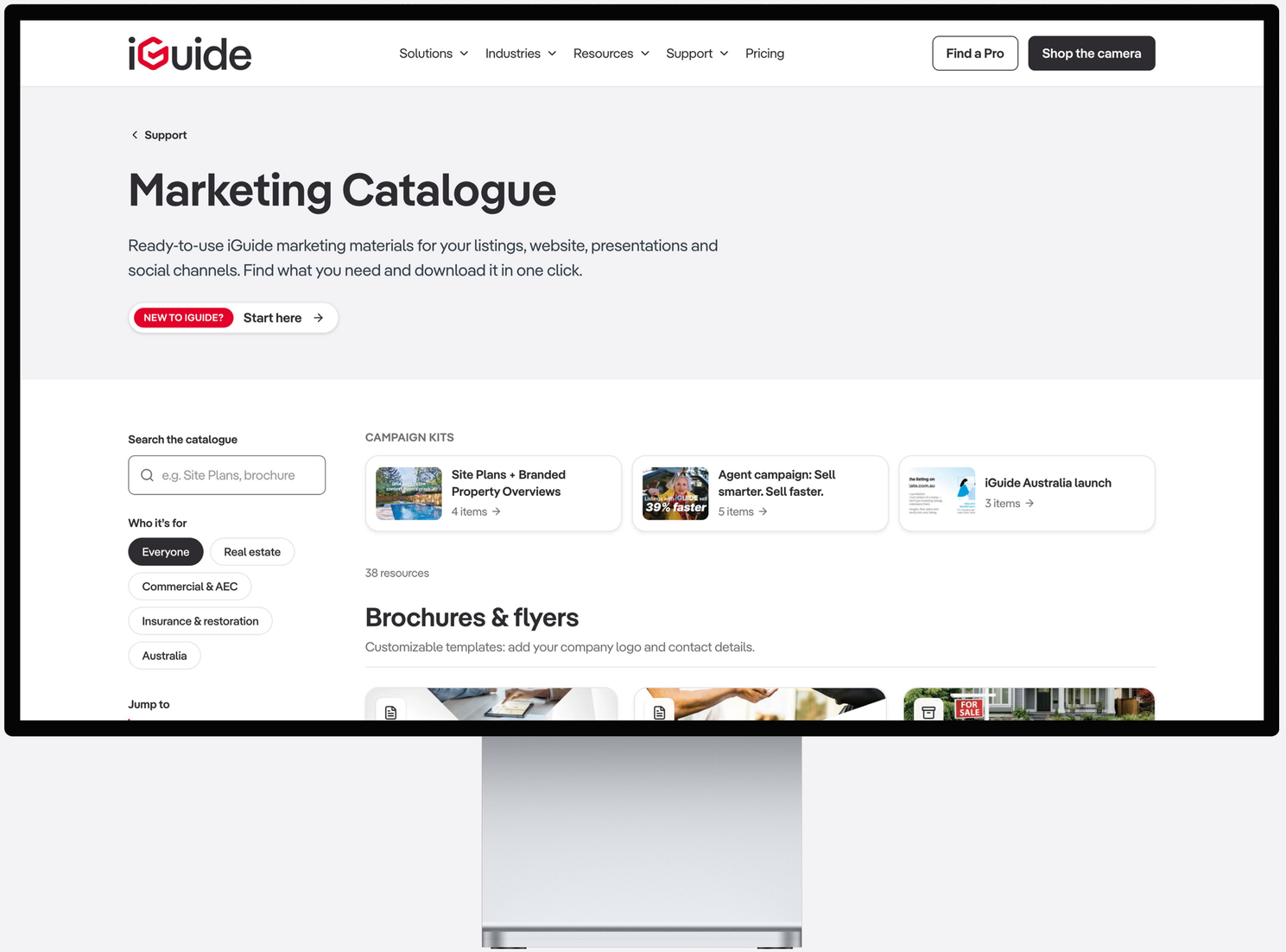


More updates coming soon

Watch this space.

Our Marketing Catalogue is getting a refresh too. Soon it'll be your go-to spot for helpful resources, templates and downloadables to help you grow your business.

Coming soon

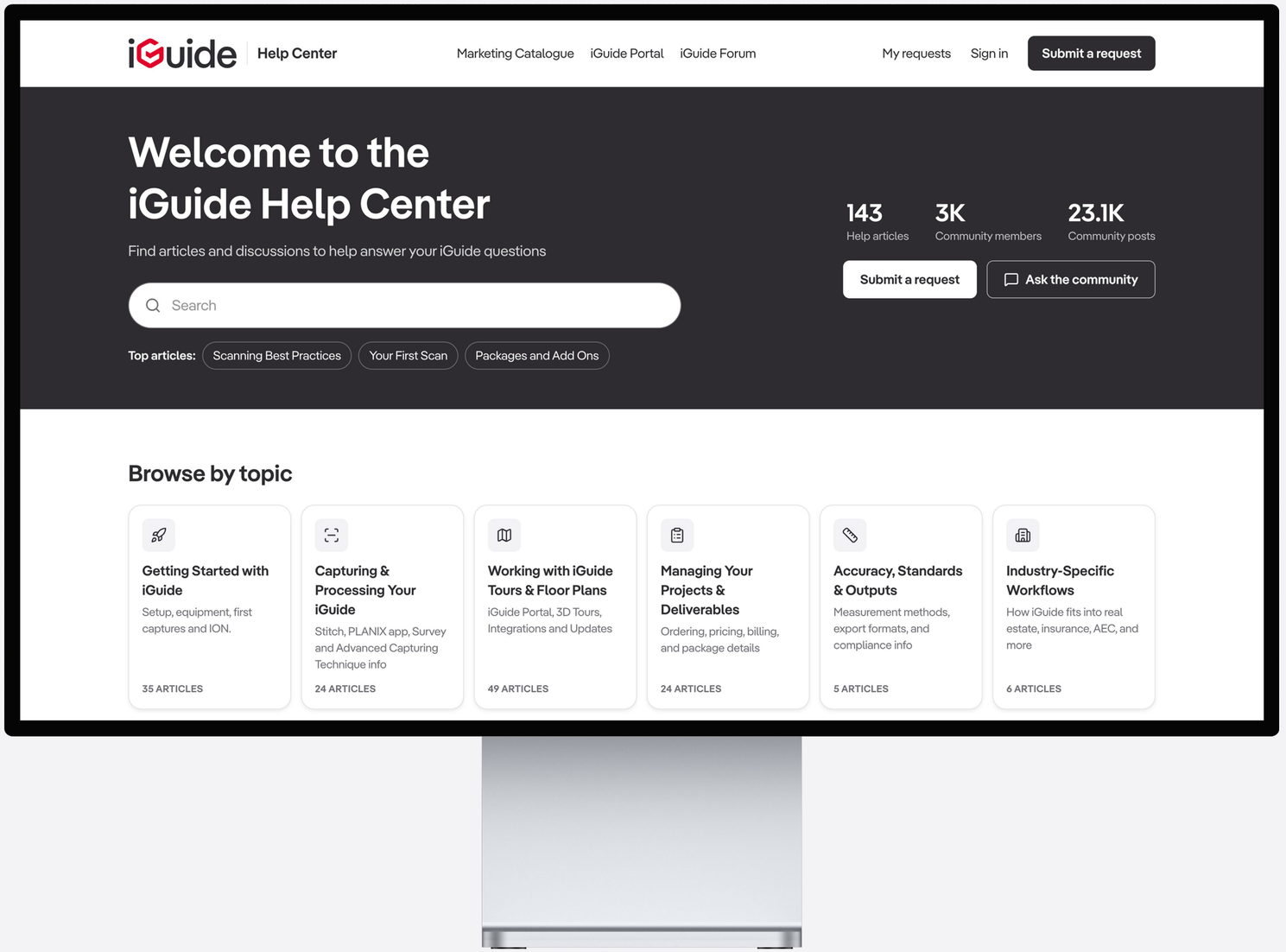


ASSETS

Need help?
Say no more.

Our Help Center is revamped and still filled with all the support you could ever need. Take a gander and we are sure you will find your answer.

View Help Center

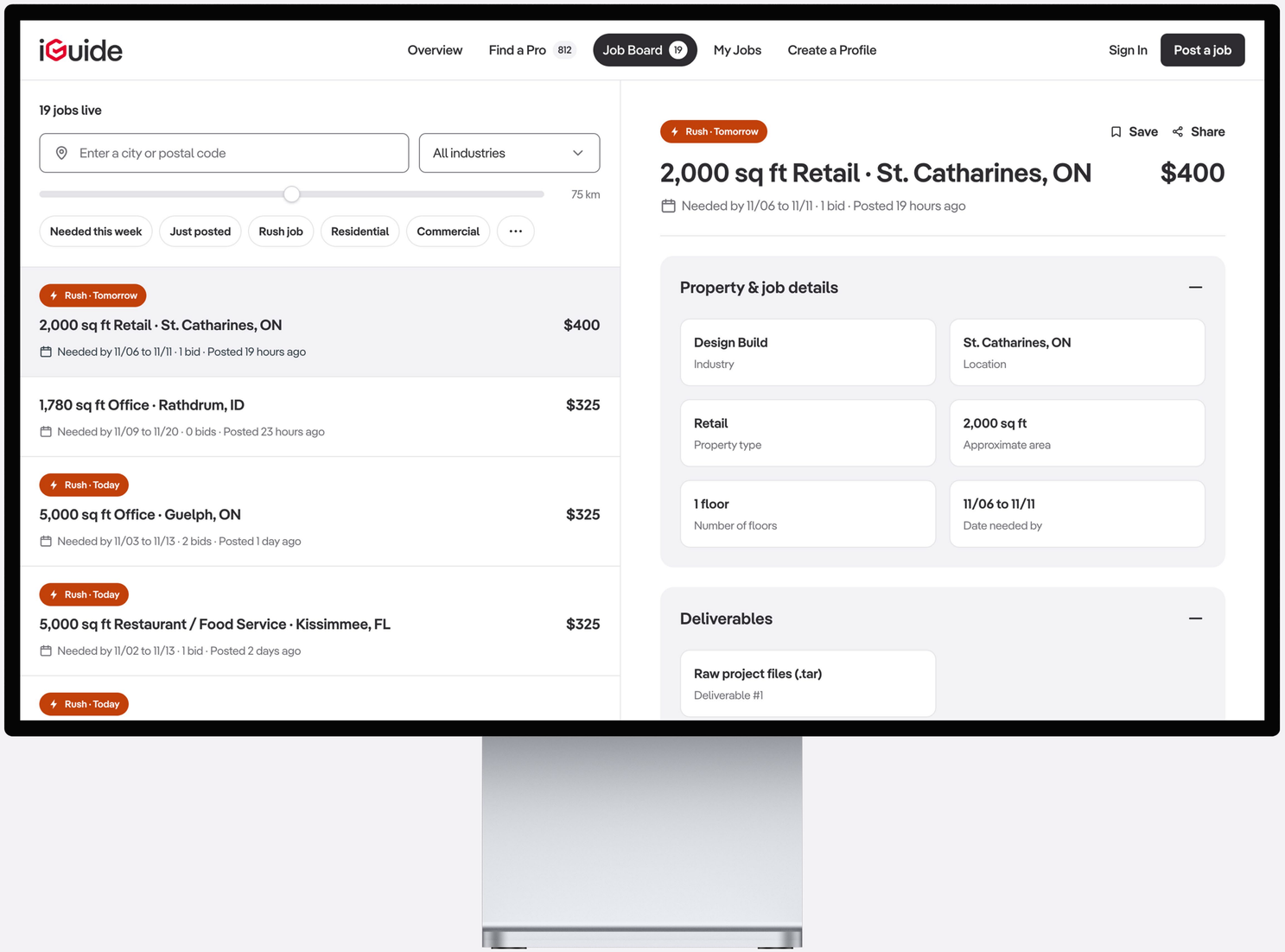


ASSETS

More jobs.
More visibility.

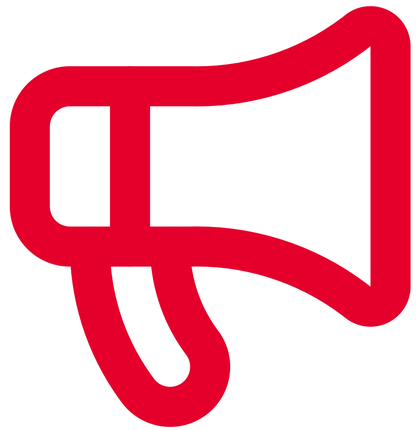
Have you checked out our new ION Directory? We've added a job board where you can bid on capture jobs near you and grow your business. Want to stand out? Ask us about our Advanced Capture Certification to show up more prominently in the directory.

View ION



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SOCIALS

Tag us.
We’re watching.

From tricky captures to stunning spaces, we love seeing what you’re up to out in the field and out in the world. Share your iGuide work, tag us and you might just see it featured on our channels.

Instagram | Facebook | LinkedIn



Thank you.

For every space you've captured, every client you've wowed and every bit of trust you've placed in iGuide. This new look is for you as much as it is for us and we can't wait to see where you take it.

Questions about the new brand? Reach out to Natasha Robertson, our Marketing Director, at nrobertson@planitar.com.

